

## WEST Search History for Application 09922028

Creation Date: 2010070117:44

6269361.pn.PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

'5920859'.pn.USPT 11-20-2008

'5918014'.pn.USPT 11-20-2008

'5848407'.pn.USPT 11-20-2008

((internet or www or "world wide web"))PGPB, USPT, USOC, EPAB, JPAB, DWPI,  
TDBD OR YES 11-20-2008

(ad or advertisement)PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

(ad or advertisement)and (postion or rank or rank\$3)PGPB, USPT, USOC, EPAB, JPAB,  
DWPI, TDBD OR YES 11-20-2008

((internet or www or "world wide web")) and ((ad or advertisement)and (postion or rank or  
rank\$3) )PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

(pay-per-click or cost-per-click or "cpc")PGPB, USPT, USOC, EPAB, JPAB, DWPI,  
TDBD OR YES 11-20-2008

((internet or www or "world wide web") and (ad or advertisement)and (postion or rank or  
rank\$3) ) and ((pay-per-click or cost-per-click or "cpc") )PGPB, USPT, USOC, EPAB, JPAB,  
DWPI, TDBD OR YES 11-20-2008

(bid or bidder or bidd\$3 or bidding)PGPB, USPT, USOC, EPAB, JPAB, DWPI,  
TDBD OR YES 11-20-2008

((internet or www or "world wide web") and (ad or advertisement)and (postion or rank or  
rank\$3) and (pay-per-click or cost-per-click or "cpc") ) and ((bid or bidder or bidd\$3 or  
bidding) )PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

((internet or www or "world wide web") and (ad or advertisement)and (postion or rank or  
rank\$3) and (pay-per-click or cost-per-click or "cpc") and (bid or bidder or bidd\$3 or bidding)  
) and 705.clas.PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

((internet or www or "world wide web") and (ad or advertisement)and (postion or rank or  
rank\$3) and (pay-per-click or cost-per-click or "cpc") and (bid or bidder or bidd\$3 or bidding)  
) and 707.clas.PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

((internet or www or "world wide web") and (ad or advertisement)and (postion or rank or  
rank\$3) and (pay-per-click or cost-per-click or "cpc") and (bid or bidder or bidd\$3 or bidding)  
) and 705/37PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

705/14PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

705/1PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

705/38PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

705/39PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

705/40PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

705/26PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

705/27PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

707/2PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

707/3PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

707/4PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

707/5PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

707/1PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

715/1PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

715/500PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

715/517PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD OR YES 11-20-2008

'6285987'.pn.USPT 11-20-2008

'6296361'.pn.USPT 11-20-2008  
 '6044363'.pn.USPT 11-20-2008  
 '5848397'.pn.USPT 11-20-2008  
 '5724424'.pn.USPT 11-20-2008  
 '6718551'.pn.USPT 11-20-2008  
 '6477509'.pn.USPT 11-20-2008

### Interference Searches

Query	DB	Op.	Plur.	Thes.	Date
("cost per click" or "cpc") and (ad or advertisement)) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	UPAD	OR	YES		07-01-2010
("cost per click" or "cpc") and (ad or advertisement)) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	USPT	OR	YES		07-01-2010
("cost per click" or "cpc") and (ad or advertisement)) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	UPAD	OR	YES		07-01-2010

### Prior Art Searches

Query	DB	Op.	Plur.	Thes.	Date
707/1	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
707/2	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
707/3	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
707/4	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
707/5	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010

<b>707.clas.</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>705.clas.</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>705/1</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>705/14</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>705/26</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>705/27</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>705/38</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>705/39</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>705/40</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>715.clas.</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>715/500</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010

<b>715/517</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>715/760</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>715/1</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>709.clas.</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>709/217</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
<b>709/224</b>	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
("cost per click" or "cpc") and (ad or advertisement)	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
((("cost per click" or "cpc") and (ad or advertisement) ) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	PGPB, USPT, USOC, EPAB, JPAB, DWPI, TDBD	OR	YES		07-01-2010
((("cost per click" or "cpc") and (ad or advertisement) ) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	PGPB	OR	YES		07-01-2010
((("cost per click" or "cpc") and (ad or advertisement) ) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	USPT	OR	YES		07-01-2010
((("cost per click" or "cpc") and (ad or advertisement) ) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	USOC	OR	YES		07-01-2010

(( "cost per click" or "cpc" ) and (ad or advertisement) ) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	EPAB	OR	YES		07-01-2010
(( "cost per click" or "cpc" ) and (ad or advertisement) ) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	JPAB	OR	YES		07-01-2010
(( "cost per click" or "cpc" ) and (ad or advertisement) ) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	DWPI	OR	YES		07-01-2010
(( "cost per click" or "cpc" ) and (ad or advertisement) ) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	TDBD	OR	YES		07-01-2010
(( "cost per click" or "cpc" ) and (ad or advertisement) ) and (account adj management adj server) and (search adj engine or search near2 engine or crawler or spider or bot)	PGPB, USPT, USOC	OR	YES		07-01-2010